

TOPspeak

Newsletter



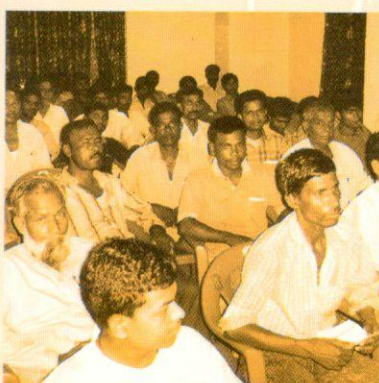
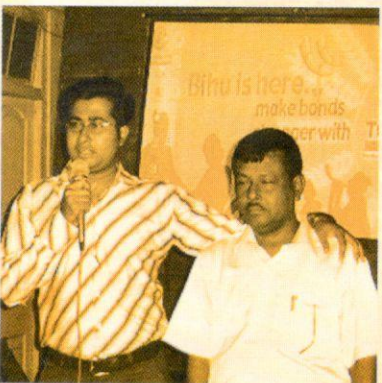
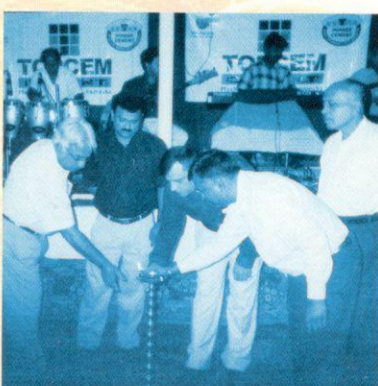
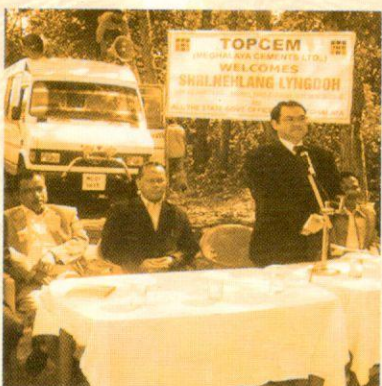
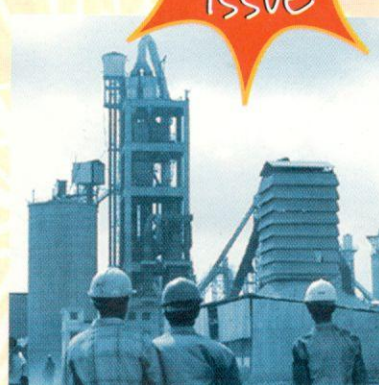
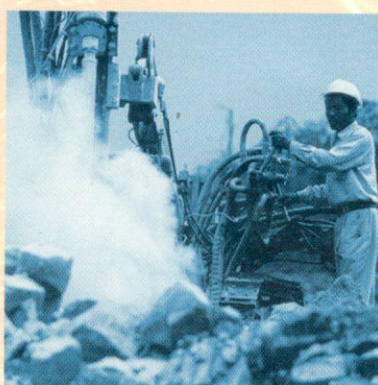
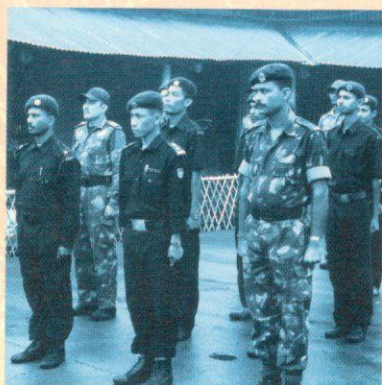
TOPCEM
CEMENT

Issue 2 • December 2007

The In-house Journal of Meghalaya Cements Limited

A grand celebration of success

*Festive
Issue*



Editor Speaks



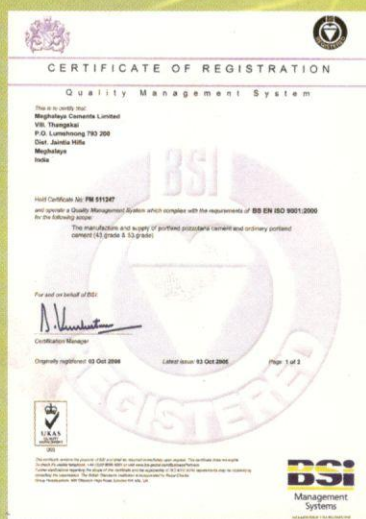
Vikash Saraf
General Manager
Commercial

It is that time of the year again when the air is so full of cheer. A time for celebration! It is also the time to take a stock... to relive memories, rethink about resolutions made and broken. A time for new beginnings. At Topcem we have already begun to feel more positive, more ambitious with the way we have performed in the year 2007.

We have made our presence felt remarkably in the North East and made our profits soar high. We have also worked on new plans that will propel us to great new heights of success in the near future.

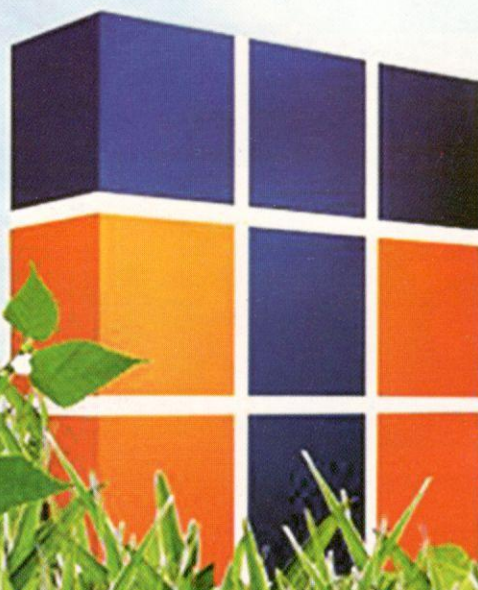
We have also started feeling proud about being a part of such a great organisation. Taking great pride about being responsible for such stupendous success

Topspeak also has given all of us a new voice. I request each and every one of you to make yourself heard through this. Make your own space here and get this newsletter to bond us strongly all through... sharing all that we go through... joys, sorrows, failures, successes... everything. Let us get together and welcome the new year with great hope & cheer.



MCL Turns ISO 14001

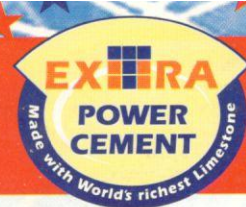
Topcem has recently received the ISO 14001 certification for the wonderful job they have done of protecting the environment around the plant and mines. They have created a totally dust free plant and are regularly planting trees to maintain the ecological balance. The plant had received the ISO 9000 certification earlier for their standard of quality.



Proud to be
ISO 14000 certified
eco-friendly
cement plant



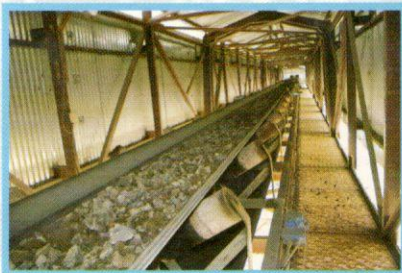
Extra Power cement from world's richest limestone



Cement is manufactured by numerous companies all over the globe, but imparting Extra Power into the cement is something for which TOPCEM has to be given full credit to. Besides surpassing the statutory quality standards, it provides Extra Power to the cement after having conducted indepth research.

Limestone is an important raw material for cement manufacturing. Any limestone consists of CaO (Lime) content. The Limestone available at MCL mining areas are of Superior Quality, even though inclusion of minor constituents is evident.

The mining department of TOPCEM understood the formation of Limestone in the mines most precisely. The mining wizards have turned the mining operations into a pictorial shape. They have developed methods of mining techniques by working on the proper Strike and Angle of the rock propagation by which the required grade of limestone is only mined without any contamination.



The mined limestone is crushed to a miniature size of less than 10 mm for the best homogeneity of material and maintaining the mineralogical properties. This is ground to micron sizes and burned in a PLC Controlled Rotary Kiln for producing the EXTRA POWER Superior Cement Clinker. This clinker when ground with Gypsum produces EXTRA POWER TOPCEM Cement doubling up the statutory requirements of Power (Strength).

The EXTRA POWER Cement helps the consumers in reducing the cement consumption for the concretes made with TOPCEM.

We being the ISO 14001-2004 Certified Cement Company in the North-East Region, leave no stone unturned for maintaining the economic balance required for the Pictorial landscapes of Meghalaya.

Our Mobile Technical Service Cell



TOPCEM cement is at the forefront of world class technical know how and is committed to the continual improvement of quality and performance of our product to meet the changing demands of the construction industry in the North Eastern region.

Our Technical Service Cell consists of a team of dedicated Civil Engineers headed by the AGM (Technical) with a keen focus on customer satisfaction. The Technical Service we provide includes visiting projects or construction sites, product promotion, technical education for the masons and supervision of slab casting work for end-users along with general technical support.

The team is committed to provide the best services to its consumers. The TOPCEM engineers are always available throughout the region for guidance about homebuilding, concrete mixing and all the technical aspects related to cement use and construction to meet the needs of our valued consumers. We, at TOPCEM strongly believe in sharing our technical knowledge & updated construction techniques with our consumers to

help them get the best out of our product. It is a system through which the TOPCEM engineers directly interact with end-users and construction related personnel such as masons, contractors etc. to ensure a quality end result and to increase their awareness about the product benefits and the best construction practices.

Various mason seminars and education programmes are organized throughout the year in the entire North East to improve the awareness levels among the masons and to educate them to adopt scientific construction practices. In these programmes the masons share their views about construction practices & experiences and accordingly they are advised to use appropriate techniques.

CUSTOMER CARE

The consumers can contact our Technical Service Cell for any technical query & service at the following address:

Meghalaya Cements Ltd.

Technical Service Cell Lohia House, 1st Floor M.G Road,

Fancy Bazar. Guwahati-781001

Ph:0361-2731183/85/86

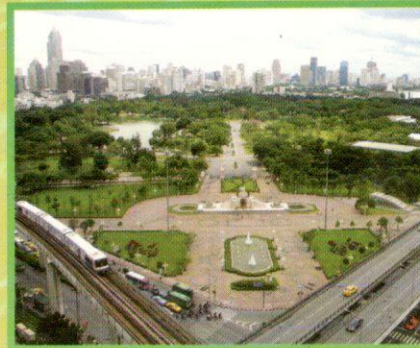


Partners in Progress



Our Dealers Rocked at Bangkok

To celebrate last year's stupendous performance, Meghalaya Cement took 57 dealers from all over North East for a trip to Bangkok. Dealers from Shillong, Nagaon, Agartala, Dhemaji, Jorhat, Titabar, Bishwanath Chari Ali, Numaligarh, Dhekiajuli, Bongaigaon, Guwahati, Tinsukia, Dibrugarh, Dimapur, Lakhimpur, Silchar and other places all had a blast.



Dealer Meets

Dealers meets are regularly organised by us to reward and encourage dealers. Dealers are chosen with great care and rewarded with cash prizes as recognition for the sales targets that they have achieved. In this particular meet, the Vice President of Marketing, Mr. S. K. Menon congratulated the dealers. The meet was followed by a cultural program and a sumptuous dinner.

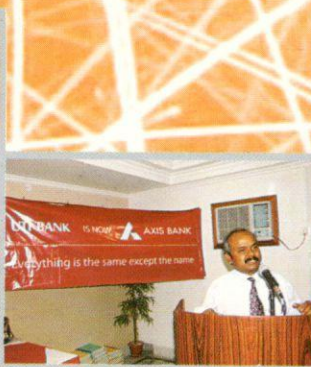


Mason Meets

TOPCEM Mason Meets are regularly conducted at various places like Silchar, Upper Assam, Lower Assam and Kamrup. The masons have been very keen participants and have highly approved and appreciated our quality of cement all through. The meets usually focus on the key strengths and benefits of our cement and also on the safest and best building practices that should be adopted during construction.



Builders' Meets



Laminated, moisture proof packs for the first time.

At Topcem, we make it a point to focus on the localised requirements of every single region. Which is why we have introduced laminated, moisture-proof packs keeping in mind the requirements for Mizoram. This is to ensure that heavy rains do not affect the freshness and the quality of our cement and it stays factory fresh even when it reaches our consumers in the remotest corners of the state. Also the high-grade material that we use for the packing reduces loss of cement mass through leakage to almost zero.



Monsoon Malamaal

Along with the rains, came the Topcem Monsoon Malamaal with a big splash. A scheme, which assured a cash gift with each & every sack of Topcem purchased and also an opportunity to be part of a Bumper Lucky Draw was like bright cheery sunshine in this gloomy weather. This is how the awesome offer was planned:

There was one coupon in each and every bag which were redeemed (as per their value) with the purchase of Topcem bags. The sub-dealers/stores redeemed the coupon value from the dealers who were in turn redeemed the same amount from the suppliers.

To cut it short, the Topcem Monsoon Malamaal was like a bright rainbow in the monsoon sky.



Plant



Art of Living Workshop at our Plant

Another wonderful experience followed, with the Art of Living workshop conducted at our plant. This unique workshop was organised for the workers and it gave them an overview of the practical knowledge and techniques to unlock their deepest potential and bring fullness to life. Whether happy and successful or feeling the stress of poor health, disappointments, or fear, every participant went away lighter, having mastered effective techniques for releasing mental and physical stress and enhancing his or her health, energy, peace, self-knowledge, awareness and joy.



Welcome to Jaintia Hills — The Jowai Gate

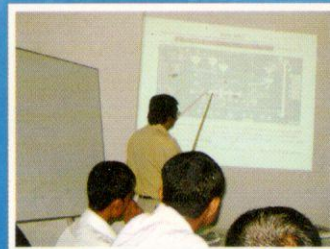
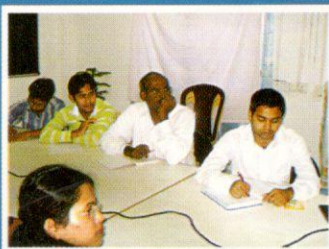
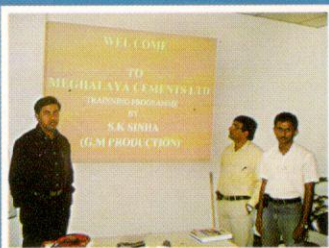
A welcome gate to Jaintia Hills District — The Jowai Gate was inaugurated on the 10th of November, 2007 by Shri N. Lyngdoh, Minister of Industries and Mining, in presence of T. R. Kharkongor, DC, Jaintia Hills District. The programme was presided by Mr. Gopal Sharma.

The project was conceptualised under a Public-Private Initiative between the district administration and Meghalaya Cements Ltd.

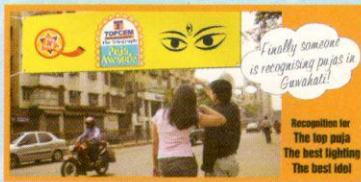


Training Programs for Freshers

At Meghalaya Cements, training programmes are regularly organised for the benefit of new recruits primarily in the Engineering, Sales and Marketing division. To provide a better understanding of the cement production process right from the mining of limestone to the packaging and dispatch, the freshers are taken to the factory. Two training programs took place this season and special classes were taken by S. K. Sinha (Sr. GM, Production) and D. L. N. Sharma (GM, Quality Control) to emphasise on the strict quality control norms to which Topcem conforms.



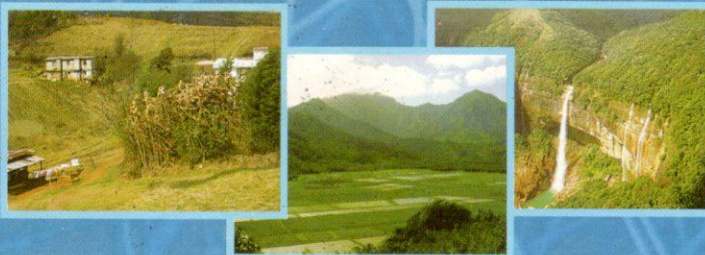
The Telegraph TOPCEM Top Puja



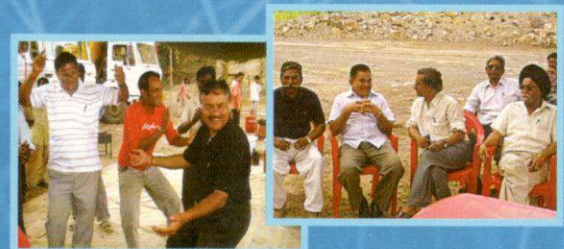
The Telegraph TOPCEM Top Puja Awards were started for the first time in Guwahati this year. Thirteen popular Pujas were shortlisted from more than two hundred Pujas for the honour of the TOP PUJA. The Pujas were judged on basis of the idol, the lighting and the ambience by the management and an elite panel of judges which included renowned educationalist and social activist Dr. Dipankar Banerjee, senior government official, columnist and author Mr. Dhruba Hazarika and the popular Assamese film actress Ms. Aakashi Tora. Rest Camp Kalibari was selected for the award of the Best Puja. Fancy Bazar took the crown for the Best Lights while Guwahati Sarbojonin Durga Puja Samitee (Latasil) won the award for the Best Idol. MCL Chairman, Kailash Lohia handed over the cheques to the winners. The event was appreciated by everyone and as one organizer put it "The Telegraph and Topcem has started something which has and will enhance our city's culture".

The TOPCEM Top Moments

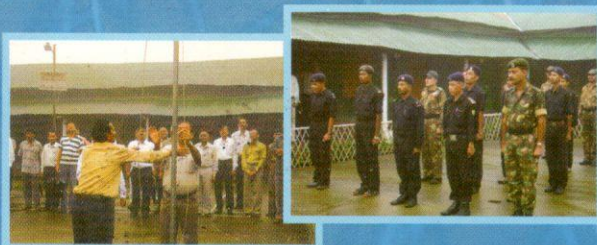
HR Department organises Cherapunji Tour



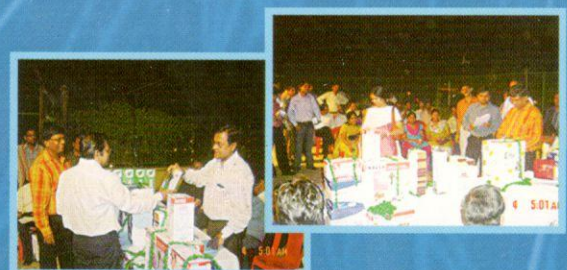
Mines Party



Independence Day observed at Plant



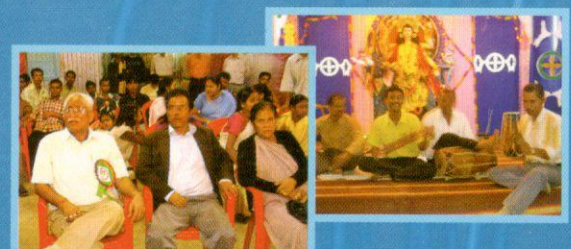
Dhanteras Lucky Draw at Kolkata



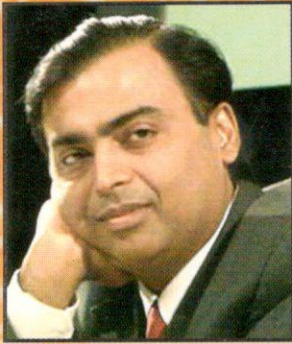
Inauguration of the new community hall dedicated to the Topcem Recreation Club



Vishwakarma Puja at Plant



TOP Inspiration



Mukesh Ambani

Mukesh Ambani is the chairman, managing director and the largest shareholder of Reliance Industries, India's largest private sector company and a Fortune 500 Company. His personal stake in Reliance Industries is 48%. His wealth was valued at US\$ 51 billion taking into account his holding in Reliance Industries and group companies making him the 4th richest person in the world and the richest Indian, ahead of steel tycoon Lakshmi Mittal. On October 29th, 2007, he was declared the richest man in the world, his wealth being valued at US\$ 63.2 billion because of the strong share price rally in his group companies. However, Reliance India Limited refuted the figures and said that the figures were bloated. They estimated his actual wealth to be around US\$ 52 billion.

Although he inherited a great wealth from his father, he almost single-handedly steered the company to the position it is in now, opening new horizons, doing things no other Indian business had dreamt of doing. From creating the largest grassroots petroleum refinery in Jamnagar to giving life to the largest and most complex information and communications technology initiative in the world in the form of Reliance Infocomm Limited, he has done it all in the last 25 years. He has proved to the world what an ordinary man with an extraordinary vision and willpower can do.

AMAZING FACTS ABOUT INDIA

- Bananas were discovered by Alexander the Great in 327 B.C. when he conquered India.
- The only country in the world that has a Bill of Rights for Cows is India.
- India has the highest number of post offices in the world.
- Approximately 3 billion movie tickets are sold in India every year and more than 800 movies are made in Bollywood every year.
- The World's first university was established in Takshila in 700 BC. More than 10,500 students from all over the world studied more than 60 subjects.
- Until 1896, India was the only source of diamonds in the world.

A STORY ABOUT EVERYBODY

This is a story about four people named Everybody, Somebody, Anybody, and Nobody. There was an important job to be done and Everybody was asked to do it. Everybody was sure Somebody would do it. Anybody could have done it, but Nobody did it.

Somebody got angry about that, because it was Everybody's job. Everybody thought Anybody could do it but Nobody realized that Everybody wouldn't do it. It ended up that Everybody blamed Somebody when Nobody did what Anybody could have done.

UNBREAKABLE COMB

A salesman was demonstrating unbreakable combs in a department store. He was impressing the people who stopped by to look by putting the comb through all sorts of torture and stress.

Finally to impress even the skeptics in the crowd, he bent the comb completely in half, and it snapped with a loud crack. Without missing a beat, he bravely held up both halves of the 'unbreakable' comb for everyone to see and said, "And this, ladies and gentlemen, is what an unbreakable comb looks like on the inside."

THE PET SHOP

A man goes into a pet shop to buy a parrot. The shop owner points to three identical looking parrots on a perch and says, "the parrot on the left costs 500 dollars".

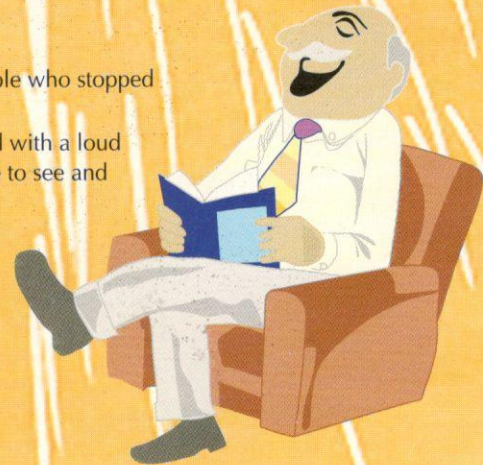
"Why does the parrot cost so much," asks the man.

The shop owner says, "well, the parrot knows how to use a computer".

The man then asks about the next parrot to be told that this one costs 1,000 dollars because it can do everything the other parrot can do plus it knows how to use the UNIX operating system.

Naturally, the increasingly startled man asks about the third parrot to be told that it costs 2,000 dollars. Needless to say this begs the question, "What can it do?"

To which the shop owner replies, "To be honest I have never seen it do a thing, but the other two call him boss!"



Registered Office and Works
Village Thangskai, P.O. Lumshnong 793200
District Jaintia Hills, Meghalaya
Phone: 03655-278324 / 363 / 364
Fax: 03655-278327
E-mail: meghalaya@topcem.in

Sales and Marketing Office
Lohia House, M.G. Road, Fancy Bazar
Guwahati 781 001
Phone: 0361-2731183 / 85
Fax : 0361-2603670
E-mail: guwahati@topcem.in

Corporate Office
CE-25, Salt Lake City Sector- 1
Kolkata 700 64
Phone: 033-23340666 / 0004
Fax: 033 - 23340505
E-mail: kolkata@topcem.in